

Will there always be an App for that?

Mark Loffhouse, CEO of Mortgage Brain.

If you're on your smart phone and you need to find out... well, pretty much anything, chances are you can click on an app and the answer will appear before your eyes. (Or if it doesn't, you can easily go to an app store and find an app that can help).

Apps are ubiquitous. But will that always be the case?

In January this year, eMarketer.com published an article in which it quoted research from a company called comScore. The research said that UK mobile users used apps for 81% of the time they were accessing the internet, compared with just 19% of the time for browsers.

It's a pretty staggering statistic, and gives more validation to the Flurry Analytics (a subsidiary of Yahoo) article entitled 'It's an App World, the Web just lives in it' - see link at the end.

It's hardly surprising apps are so dominant. Their rise has gone hand in hand with the rise of the smartphone, and according to the Deloitte UK Mobile Consumer survey 'smartphone penetration in the UK leapt from 52% to 81% in the four years to May 2016'. (It also said that collectively UK citizens look at their smartphones a billion times a day, but that's the basis of a whole other article about social interaction or is it smartphone intrusion?)...

And when there's a platform for something, particularly in technology, boffins usually find a way to fill it pretty quickly. And they have. Latest evidence suggests that the Apple store and Google Play both offer around two million apps each.

But there's more to the rise of apps than a platform. They bring instant gratification to a society that is less and less keen to wait; they are easily accessible, often in

places where web browsers aren't, and let's face it, they are incredibly convenient. There is, almost, an app for everything.

But it's not all good news for apps. Firstly, that same Deloitte report found that 'among smartphone owners aware of how many apps they have, the majority have downloaded 20 or fewer and only ten per cent have downloaded 30 or more'. That means the majority of the four million apps aren't extensively used and that the vast majority will never see the light of a smartphone screen.

Secondly, and this is why I believe apps will falter in the long run, they are only the second best option on your mobile. The majority of Apps supply only limited content and will never offer the breadth of information or the ability to carry out tasks that websites and web browsers can.

This leads me to think that once 5G and 6G come in to being, and people can use browsers as quickly as they can use Apps, the reason for the existence of Apps will disappear.

Now, I'm not saying this is likely to happen any time soon – the track record of governments and businesses in rolling out high speed internet access is not exactly a proud one – but once super-fast broadband does finally arrive, and its widely adopted and used by the masses, then the days of the Apps may well be numbered.

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'It's an App world, the web just lives in it' report -

<http://flurrymobile.tumblr.com/post/115188952445/flurry-five-year-report-its-an-app-world-the>